

# FUTURE OF NURSING

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## Campaign for Action

### *What is the Future of Nursing: Campaign for Action?*

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As the American population continues to grow and become both older and sicker, the demands for care will be enormous. The Future of Nursing: *Campaign for Action* marks an unprecedented initiative to address the increased demands for care by utilizing all the skills, talents, knowledge and experience of nurses.

The sole purpose of the *Campaign for Action* is to guide implementation of the recommendations of the Institute of Medicine's (IOM) landmark report, *Future of Nursing: Leading Change, Advancing Health*, a report already believed to be as profound and lasting as medical education's Flexner report.

With leadership from the Robert Wood Johnson Foundation and significant partnerships from diverse sectors in health care, including physicians, nurses, insurers, consumers, business, government, foundations, academia and health systems, this nonpartisan coalition will work to create a transformed health care workforce through the implementation of the report recommendations.

The Foundation is collaborating with AARP to organize a nonpartisan coalition of partners dedicated to advancing the IOM committee's recommendations.

### *Campaign Overview*

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The Future of Nursing: *Campaign for Action* envisions a world where all Americans have access to high quality patient-centered care in a health care system where nurses contribute as essential partners in achieving success.

The Campaign will use the following strategies to achieve its goal:

- Collaborate with a broad array of stakeholders.
- Activate on local, state and national levels.
- Communicate the call to action.
- Monitor results to ensure accountability.

### *Campaign Partners*

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While the Foundation is committed to leading the *Campaign for Action*, it cannot do it alone. The Foundation is building on existing groundwork and creating new collaborations to engage national organizations to commit to playing key roles in guiding implementation. The AARP is on board and 15 state-based Regional Action Coalitions (RACs) already are moving the recommendations forward at the community and state levels.

### **Center to Champion Nursing in America**

In 2007, RWJF joined forces with the largest consumer group in the nation, AARP and the AARP Foundation, with a shared goal—to ensure that all Americans have a highly skilled nurse when and where they need one. The Foundation's commitment to improving health and health care for all Americans, coupled with the AARP's long standing commitment to meeting the needs of Americans over 50, resulted in the launch of the Center to Champion Nursing in America (CCNA).

CCNA has built national and state coalitions and partnerships representing a range of health care, consumer and business stakeholders all ready to be engaged to help make the recommendations a reality. Additionally, CCNA has developed content expertise in many of the recommendation areas

and will build on that expertise to disseminate research, develop products and create coalitions that further the *Campaign* goals.

## **Regional Action Coalitions**

The *Campaign* has identified 15 states to take leadership roles in moving the recommendations forward at the grassroots level. These Future of Nursing Regional Action Coalitions (RACs) will serve as long-term entities to promote key recommendations at the local, state and national levels. The pilot states are:

- California
- Colorado
- Florida
- Idaho
- Illinois
- Indiana
- Louisiana
- Michigan
- Mississippi
- New Jersey
- New Mexico
- New York
- Utah
- Virginia
- Washington

## ***How Did this Effort Get Started?***

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The Future of Nursing: *Campaign for Action* marks the implementation phase of a landmark study and report from the Institute of Medicine (IOM) and RWJF. Called the Robert Wood Johnson Foundation Initiative on the Future of Nursing, at the IOM, the study occurred over two years and resulted in a robust report and recommendations outlining ways nursing can contribute to an improved American health care delivery system.

Led by former U.S. Secretary of Health and Human Services Donna Shalala, the IOM's 18-member committee was charged with developing a transformational report on the future of nursing, with solutions to improve the quality of patient care while controlling costs.

The first 13 months of the Initiative involved information gathering, preparation of the consensus report and summaries of the regional forums. Three regional forums, as well as two technical or policy-oriented workshops provided input to the study committee.

The Committee recommendations, which were announced in October 2010, describe a plethora of system improvements, including proven, solution-oriented ways to solve the nursing and nurse faculty shortages in the U.S. and to ensure that the benefits of nurse-led models of care can be realized throughout the health care system. The recommendations also focus on the role of nurses in health care promotion, disease prevention and care at the end of life, including avoiding expensive conditions that are more affordable to treat at the outset.

## ***How Can I Stay Connected to the Campaign?***

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The Foundation and its partners are joined together in their belief that the future of America's health depends on investment in innovative, diverse and inspired professionals who contribute to improving health and health care for everyone. Through [regional meetings](#), [webinars](#), [speaking engagements](#), article writing, policies or partnerships, we need your help.

The Foundation created a special *Campaign* website for sharing research, educational resources, template materials and ideas. More information is available at <http://thefutureofnursing.org/>, by following the *Campaign* twitter feed: <http://twitter.com/futureofnursing> (#futureRN) and by viewing the Facebook fan page [www.facebook.com/futureofnursing](http://www.facebook.com/futureofnursing).